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April Wine drinks sweet success

By JUAN RODRIGUEZ
for The Gazette

April Wine's record-breaking cross-Canada rock tour, called *The Whole World's Goin' Crazy*, is running so smoothly that the most hectic times the band has encountered are the flying visits back to Montreal.

"This is the most regular routine I've ever had, said bassist Steve Lang, the only member of the group who arrived on time for the interview. "I never have breakfast here, but on the road that's what you wake up to every day."

The success of the quartet's tour (with more than a dozen people trucking equipment to over 60 stops) has exceeded even impressario Donald K. Donald's expectations. Ticket prices were raised to $6.50 — standard with the international rock attractions — and still previous April Wine records were broken.

The old Sudbury Arena was filled with its biggest crowd, 7,200, in 53 years; April Wine was given the key to the city of Moose Jaw; the Victoria audience was more than 7,000, up about 4,800 from the last tour. And so it goes across the country.

The group's leader — singer-composer-guitarist-producer Myles Goodwyn, a veteran at 27 — walked in from a dentist's appointment. His mouth was frozen and he was worried about how he would be able to sing on an overdubbing session later that night.

But he could not disguise his satisfaction with the group's success — a long slow climb over six years towards its own style. "It's nice to make a few dollars after all this time," he said. "Things are so tight within the band now that when we eventually do go to the U.S. we will be at our best."

The band recently signed a worldwide contract with London Records, which will soon release *The Whole World's Goin' Crazy* album, which racked up "platinum" advance orders (more than 100,000 copies) and it's still selling briskly.

"Beau Dommage's second album also went platinum before release," remarked Goodwyn, "but they had a hig rate of returns. Our album is still selling."

The group's Monday and Tuesday night concerts at Theatre Maisonneuve are the first back-to-back shows by a local rock group at Place des Arts.

McLuhan slams 'Show Me!'

TORONTO — (CP) — Marshall McLuhan of the University of Toronto believes that *Show Me!*, a controversial sex-education book for children, is "straight out of Nazi Germany."

He was testifying for the prosecution at the trial of Macmillan of Canada Ltd., charged last fall with possession of obscene material for distribution.

Show Me!, illustrated with black-and-white photographs of children and adults exploring their own and each other's bodies, was produced in 1973 by a German psychiatrist and photographer.

McLuhan, founder of the university's institute of culture and technology, said the book is inconsistent with the survival of private identity and compared it with Nazi propaganda of the Second World War.

"This is an ordinary kind of German production in a world where they have been accustomed to a group behavior and a group invasion of privacy on a massive scale for a long time," he said.

The Germans are far ahead of Canadians in invading the private identity by mass appeals, he said.

McLuhan said anyone who appreciates language would be insulted by the text accompanying the pictures. He did not say whether he considered the book pornographic but said it uses techniques of pornography.

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